

**South Park Stakeholders Group – DISI Committee Meeting  
Tuesday, March 5, 2013, 3:00 PM  
1333 S. Hope St, Los Angeles, CA 90015**

**Committee Members:** Gary Warfel, Robin Bieker, Bob Buente, Martha Saucedo, Jessica Lall, Michael Hartounian

**Staff:** Amanda Irvine

**Consultant:** Marco Li Mandri

**Guests:** Stephanie Champion

**MINUTES:**

**Interim Committee Chair, Jessica Lall, called the meeting to order at 3:09 PM. Public comments took place from 3:09 to 3:22 PM.**

<b><i>Item</i></b>	<b><i>Discussion</i></b>	<b><i>Action taken?</i></b>
<b>Public Comments</b>	<i>Michael Hartounian:</i> Brings his ideas for improving street and sidewalk. Concepts include: Sports Walk of Fame for sidewalk improvements, seeing if Lakers, LA Live, AEG, etc would want to be involved. People donating money to have trees planted in their name. Sponsors of entire blocks where names are inlaid into the cement. Hollywood Walk of Fame charges \$30,000 for each star. Jessica : would he be able to lead that effort. Michael : City Clerk has concerns about BID being responsible for the liability of the sidewalk once improved. Martha: Staples Center Star Plaza with sponsors, but the money there went for charities. Michael: waiting for the city or individual developers will be too long. Also has ideas for website, including allowing Google advertising on our site, allowing businesses to advertise on our site, specifically marijuana dispensaries.	<b>No action taken.</b>
<b>Review website proposals</b>	Amanda presents the website issues. Website needs to be updated and rebranded; however the level of work necessary requires a professional. Once it is done Amanda can update and maintain. Amanda has gotten several proposals. Amanda presents proposal of Tristan Cassel, which she believes is the best for our needs.	<b>Robin motions to accept this web design proposal on the terms listed in Mr. Cassel's letter and proposal. Bob seconds the motion. All in favor, none opposed.</b>
<b>Review AEG Creative</b>	Todd from AEG Creative has submitted a branding package, with a break-down of cost per item. At their last	<b>Bob moves to accept the AEG proposal for the</b>

<b>proposals</b>	meeting, the executive committee voted to approve moving forward with logo and identity exploration. Due to the creative process timing and full cost are currently unknown, but would like to keep it as close to \$15,000 base payment as possible. We can discuss what other potential services we can utilize from him as we move forward. Todd expects to have the first set of logos in 2 weeks. 8-15 concepts of the logo are included in this.	<b>logo and identity exploration, with determination of further services in the future. Robin seconds, Martha abstains. All in favor, none opposed.</b>
<b>Review streetscape / beautification plan</b>	Marco presents: What would a corner cost? Tables and chairs are \$300-400, umbrellas \$350 each with logo- a corner is about \$900. BID maintenance would have to unlock and lock them up every night. Also shows a variety of planter containers. Concentrating on the corners identified in the maps. Martha: brings up design guidelines that exist already which AEG followed. Kevin at planning has maps of which streets belong to which streetscape plan. Gary: best place for the pilot is 11 <sup>th</sup> and Grand, on the vacant lot near Starbucks. Gary has connections to a nursery that is liquidating. Marco suggests that we do 4 corners at once. Michael owns property on the corner of Pico and Grand and has a tenant there; is interested in being part of a pilot program. The main question is if street maintenance will allow it. Marco suggests that we get preapproved on the entire South Park map. Bob: we need to do more than one corner. Jessica and Amanda will talk to LA Planning Dept. Gary: reminds we have to spend a lot more money on the condo blocks than others due to assessments. Marco: we have a quote for \$85,000 for a company to get all the permits for 80 sites and it includes maintenance for hanging baskets. Marco went through the RFP process for the hanging planters in November.	<b>Board instructs Jessica to put together a pilot program not to exceed \$5,000.</b>
<b>Update on street lamp painting</b>	Jessica updates on the streetlight painting. Asked Sarah Hernandez of CM Huizar's Office, and LADCP- neither knew about painting. Correct department is public works-bureau of street services.	<b>No action taken</b>
<b>1340 Figueroa Repaving</b>	The developer of Century West Apartments reached out to Jessica. They're developing the east side of Figueroa, and will need to tear up some of the streets in the process. Current City of LA law requires that the developer repave entire sidewalk frontage from Pico to Venice on the east side of Figueroa, although it is not all included in his property line. The council office would like an email from us asking for our support in waiving their obligation. Is it fair for the developer to have to develop this other	<b>Bob motions that the CBD does not support this waiver. Gary seconds, all in favor, none opposed.</b>

	sidewalk? Its not part of the development agreement, its city law, and in the past councilmembers have put in motions to waive their necessity to redo all of the sidewalk in front of specific developments. Opinion is that this will lead to a piecemeal sidewalk. Can the city compensate him for doing all of it? Issue is that the parking lot owner between these two parcels will get a free new sidewalk. Gary will head the effort find out specifically what the law says and if the parking lot owner should/could be assessed something.	
<b>Other business</b>	Melani from Melendrez will come to a the next joint DISI/LUED meeting to present.  Plan to have pilot for streetscapes on next meeting.	<b><i>No action taken</i></b>
<b>Next Meeting</b>	March 18 or 19, 2013 time TBA	

**Adjorned at 4:05pm**

**NEXT STEPS:**

- **Amanda will:**
  - Negotiate a contract with Tristan Cassel and move forward with the website
  - Work with Marco on a plan for pilot streetscape project
- **Jessica will:**
  - Speak to Todd of AEG Creative about logo next steps
  - Speak with Bureau of Street services to determine scope of streetlight painting process
  - Contact council office to inform them of our stance on 1340 Figueroa Repaving
- **Marco will:**
  - Assist staff in creating the street furniture pilot program ASAP
  - Provide information on hanging basket quote

**Minutes taken by Amanda Irvine, staff.**